

INTERACTIVE TELEVISION SYSTEM WITH CUSTOM
VIDEO-ON-DEMAND MENUS BASED ON PERSONAL PROFILES

Abstract of the Invention

5 An interactive television system is provided
in which a user can use an interactive television
application to access and request media-on-demand
programming. The interactive television application
may display customized interface display screens that
10 include video-on-demand programs and categories that
may be of particular interest to the user. These
programs and categories of interest may be based on the
user's personal profile. Once a list of programs and
categories based on a user's personal profile is
15 generated, one or more of these programs may be
incorporated in a menu interface template to generate a
video-on-demand menu customized for the user.